



# VISION ZERO

ZERO TRAFFIC DEATHS IN MoCo

# VISION ZERO

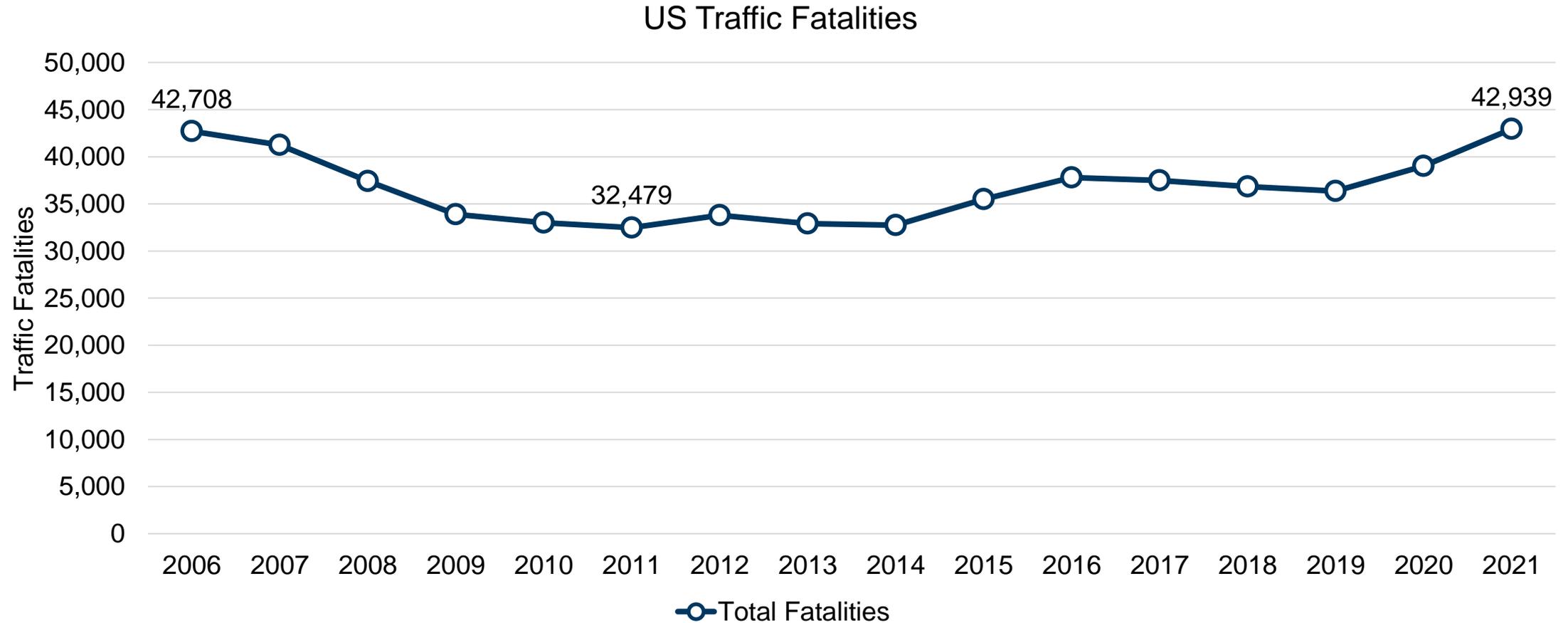
Update to Transportation Management District Advisory Committees || May 25, 2023



**THE PROBLEM**

# 35,000+ Traffic Deaths Each Year in US

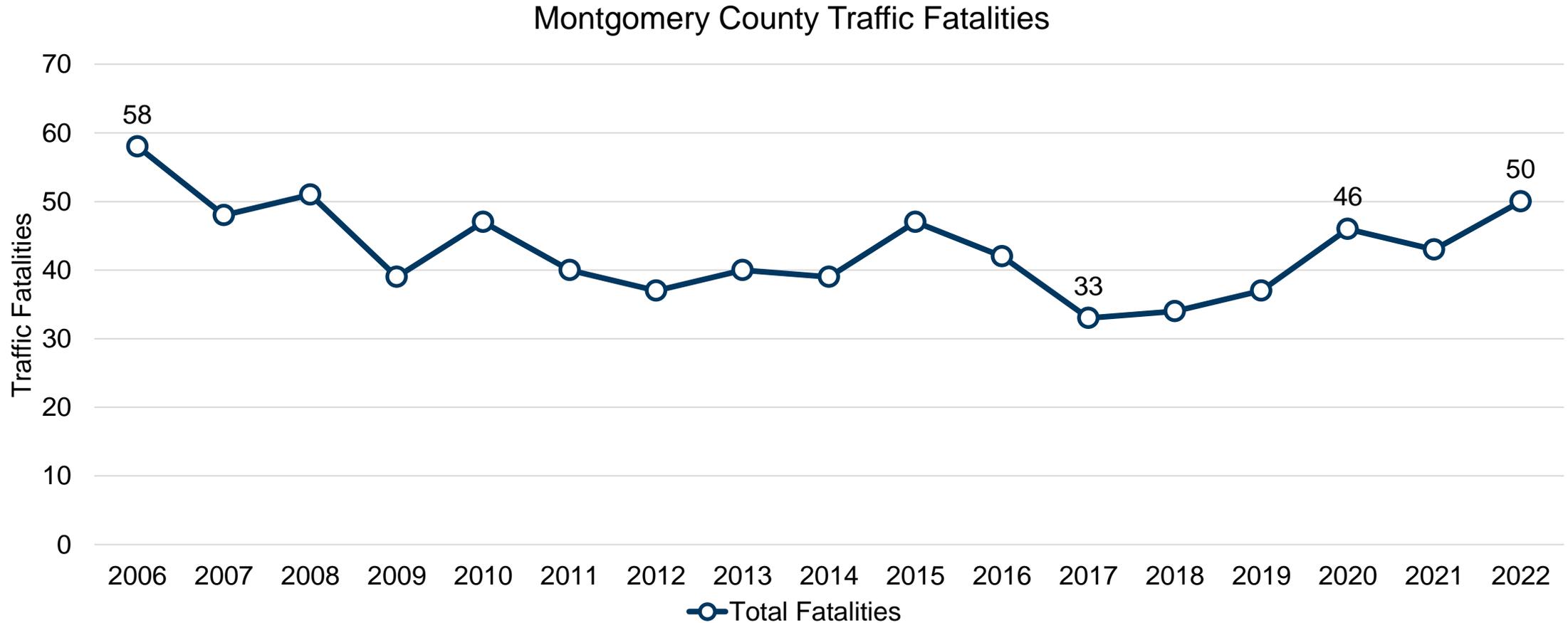
Traffic deaths increasing despite lower driving rates since COVID-19 pandemic started.



SOURCE: [Fatality Analysis Reporting System \(FARS\): 2006-2020 Final File and 2021 Annual Report File \(ARF\)](#).

# 35-50 Traffic Deaths Each Year in Montgomery County

After low point in 2017, traffic deaths returning to mid-2000's levels above 45 deaths per year.



SOURCES: 2006-2021 [Maryland Highway Safety Office](#). 2022 preliminary from Vision Zero Coordinator tracking. 2022 data are preliminary and subject to change.

# Road traffic deaths in the US and other high-income countries.

## Motor vehicle crash deaths in 10 comparison high-income countries, 2013



Deaths per 100,000 people

SOURCE: WHO Global Status Report on Road Safety, 2015.

## Countries with the highest and lowest reductions in crash deaths, 2000-2013

Spain (highest)

↘ 75%



**AVERAGE**

of 19 high-income countries ↘ 56%



United States (lowest)

↘ 31%



Deaths per 100,000 people

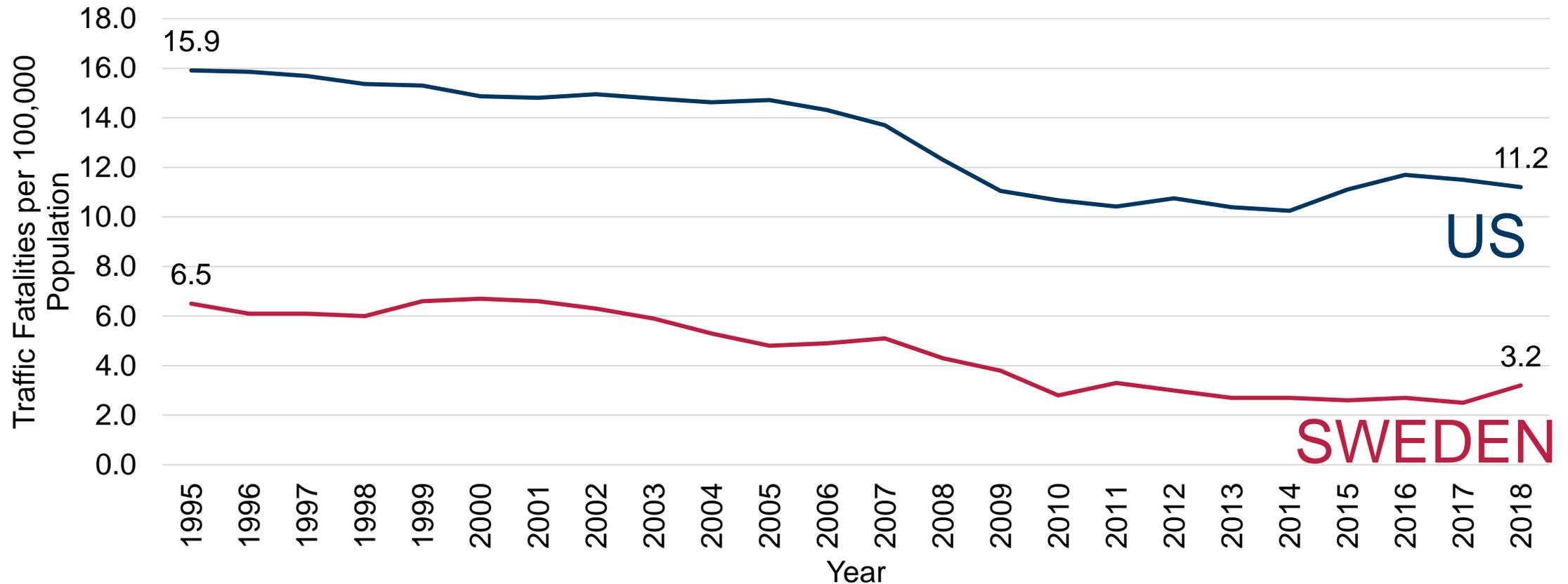
SOURCE: International Road Traffic and Accident Database (IRTAD) Road Safety Annual Report, 2015.



# THE SOLUTION: VISION ZERO

# Swedish Model of Traffic Safety

Vision Zero, adopted in Sweden's Parliament in 1997, has spread worldwide due to strong results in saving lives and making Swedish roads some of the safest to travel in the world.



# What is Vision Zero?

Building Layers of Safety to Prevent Serious and Fatal Injuries on Our Roadways



# The 6 Safe System Principles



---

**Death/serious injury  
is unacceptable**



---

**Humans make  
mistakes**



---

**Humans are  
vulnerable**



---

**Responsibility is  
shared**



---

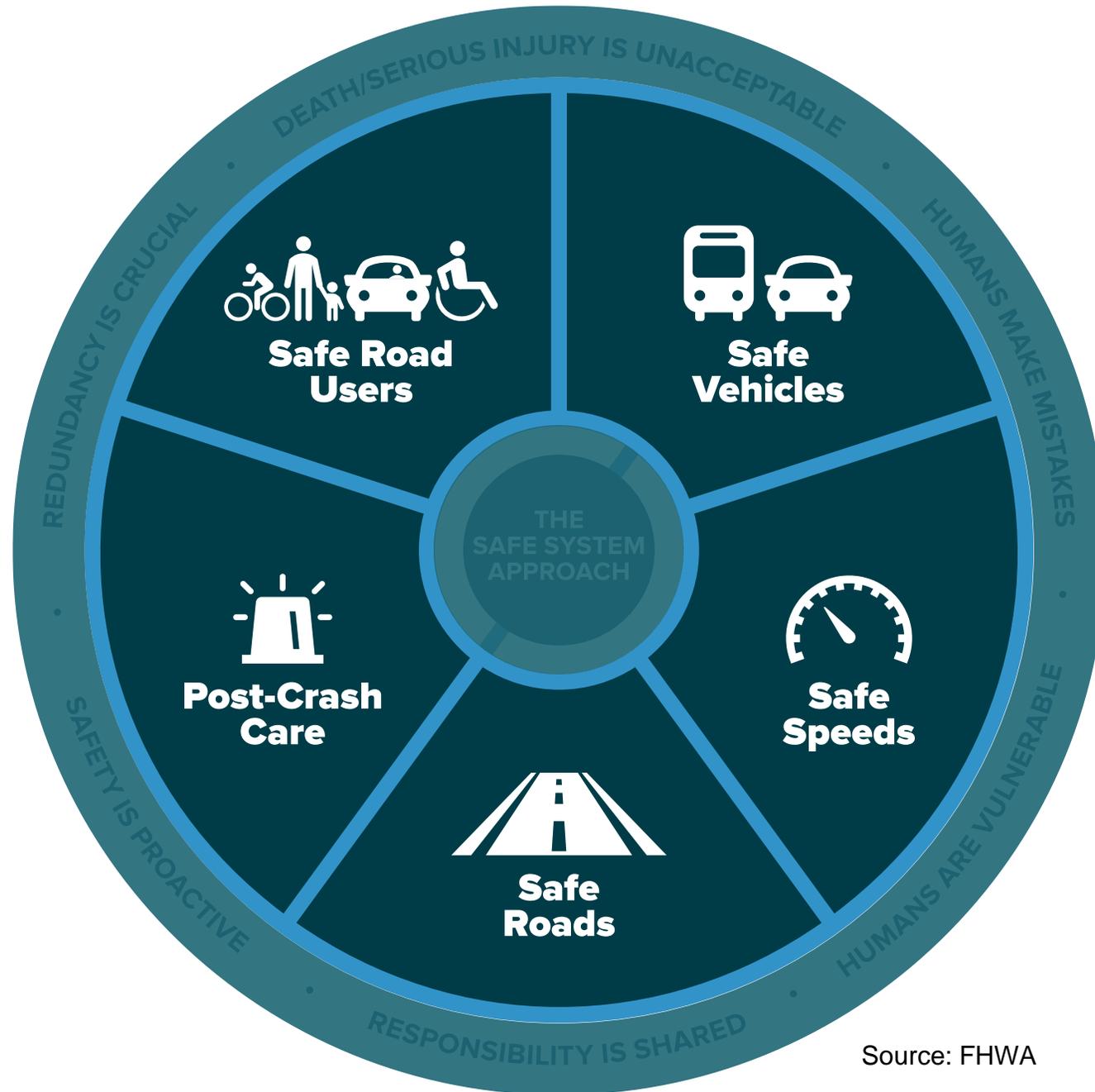
**Safety is proactive**



---

**Redundancy  
is crucial**

# THE 5 SAFE SYSTEM ELEMENTS



Source: FHWA

Installing traffic signals  
and modifying existing  
signals

## Safe Roads – Separate Road Users in Time



Before



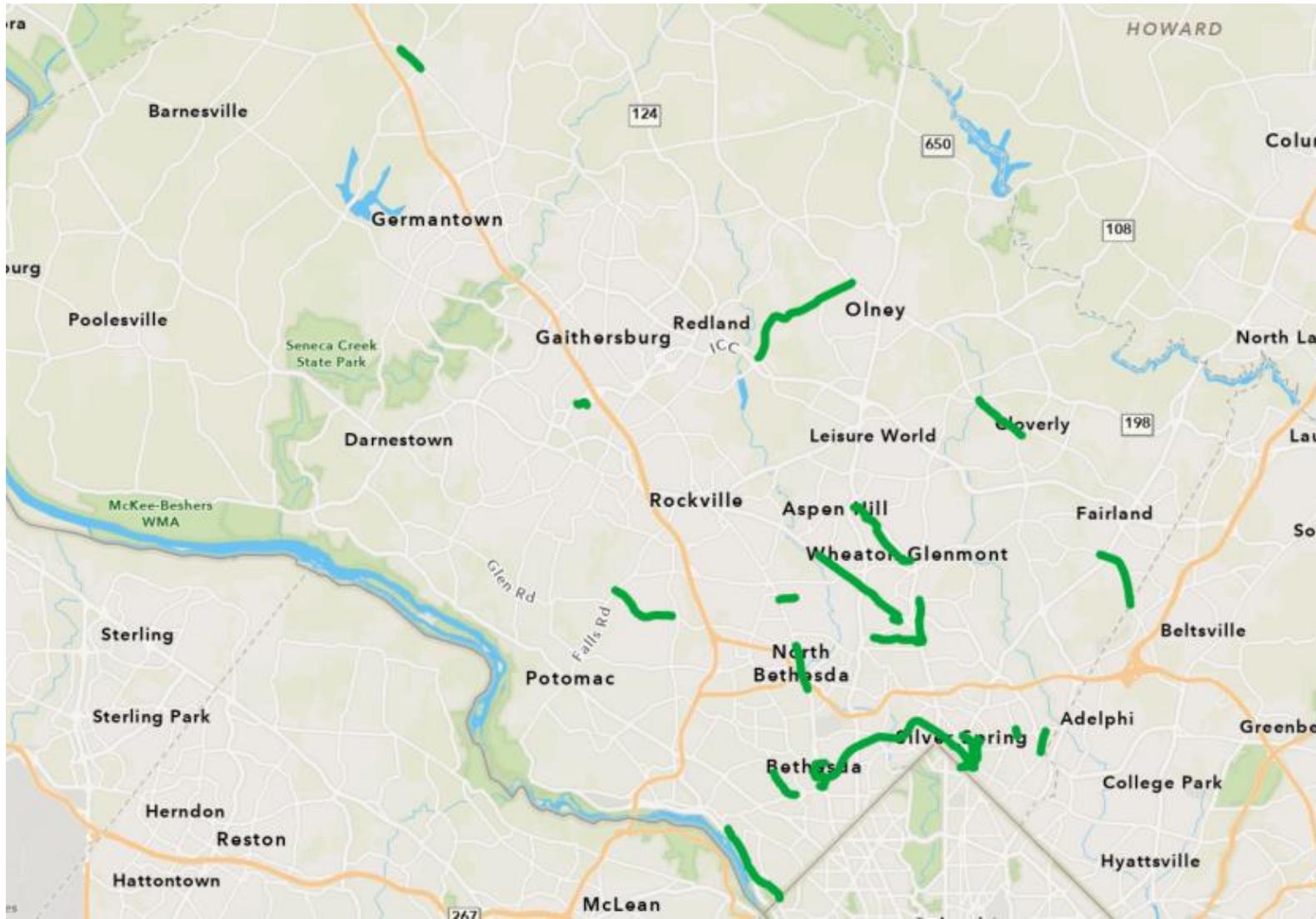
After

Signal changes at Shady Grove Rd & Briardale Rd with exclusive red turn phasing and backplates to address failure to yield crashes.



# Safe Roads

Building out protected bicycle network – upcoming projects



# Safe Speeds and Roads

Above 20-25MPH, provide dedicated spaces for pedestrians and cyclists



# Safe Speeds and Roads

## Improving Pedestrian and Bike Connections to Transit



### Corridor Overview

- Pendleton Drive to Norris Drive
  - New shared-use path on the north side west of Newport Mill Road
  - New sidewalk on south side of main roadway
  - New east leg crosswalk at Norris Drive



# Safe Roads – Trail Crossing Safety

Changes to trail crossings can include upgrading the crosswalks to high visibility, realigning crosswalks, sightline adjustments, improved signage, and new beacons.



Cabin John at Tuckerman Lane



Sligo Creek at Dennis Avenue



# Safe Vehicles

Vehicles that protect those inside AND outside the vehicle

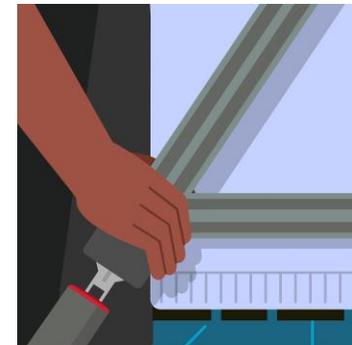


# Post Crash Care

Getting patients the proper care on the scene and at the hospital



# Purposeful, Evidence-Based Policing Practices



## Driver Yielding to Non-Motorists

Targeted Driver Enforcement at Crosswalks

↑ Increased Driver Yield Rates

## Impaired Driving

Publicized Sobriety Checkpoints

↓ 17% Decrease Alcohol-Related Crashes

## Speeding

Automated Speed Enforcement

↓ 19% Reduction in Severe Collisions

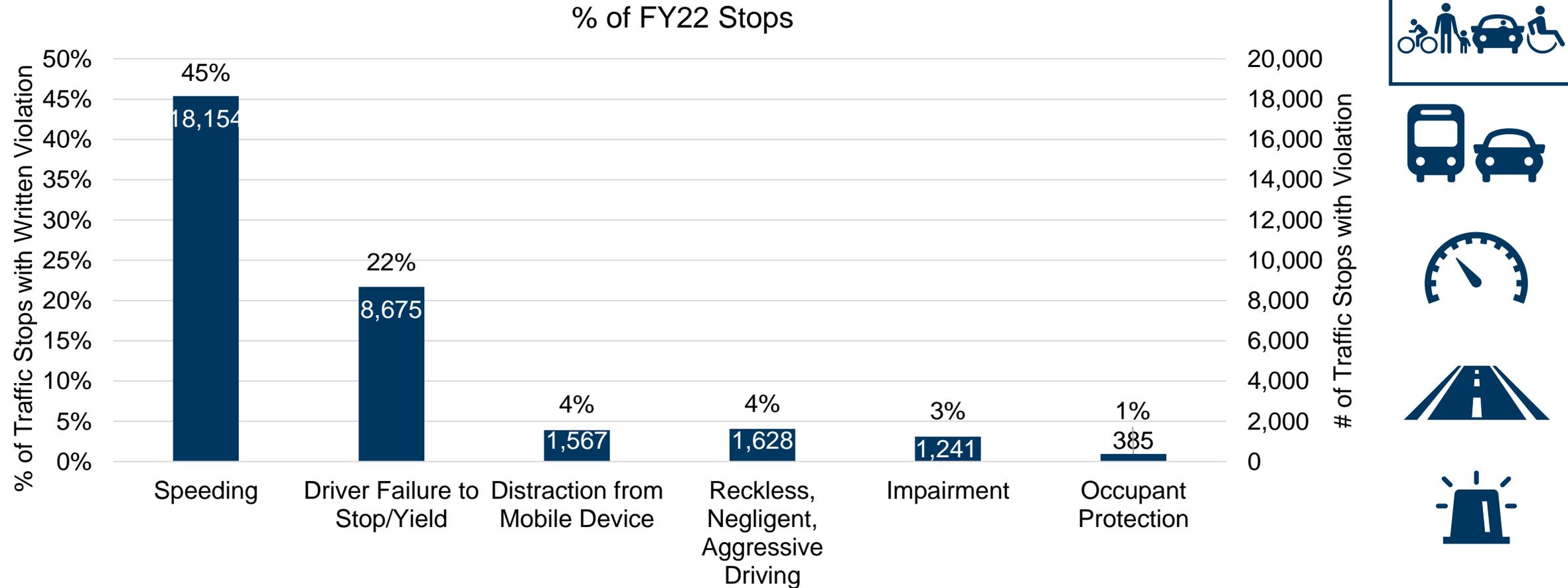
## Unrestrained Occupants

Short Term, High-Visibility Seat Belt Law Enforcement

↑ 16% Increase in Seatbelt Use

# Focused Enforcement Efforts

**45% of 40,214 stops by MCPD officers in FY22 involved a warning or citation for speeding. 57% of all violations were issued as warnings.**



NOTE: A traffic stop can have multiple violations. In FY22, MCPD wrote 1.8 violations per traffic stop.

# Safe People - Holiday Alcohol Task Force

## Promoting Safe Rides Home

- Over 290 DUI arrests for eight-week task force.
- Over 900 people utilized [SoberRide](#) in DC area for New Year's Eve.
- [Outreach to bars and restaurants](#) with free coasters with safety message.
- Continued to update [Safe Ride Home page](#) to provide one stop shop for finding sober ride options in Montgomery County.





# Heads Up/ Phones Down Video Contest

Received 185 entries from local high school students this year.

Winner's videos are used in April distracted driving awareness month campaign.

See the [Heads Up/ Phones Down webpage](#) for this year's winning videos.

# BIKE RODEOS





# Vision Zero Youth Ambassadors

# INTERGOVERNMENTAL COORDINATION ON VISION ZERO

Different Names and Interim Targets, Same End Goal



# Layers of Systematic Safety

The 5 Safe System Elements Create Redundancy

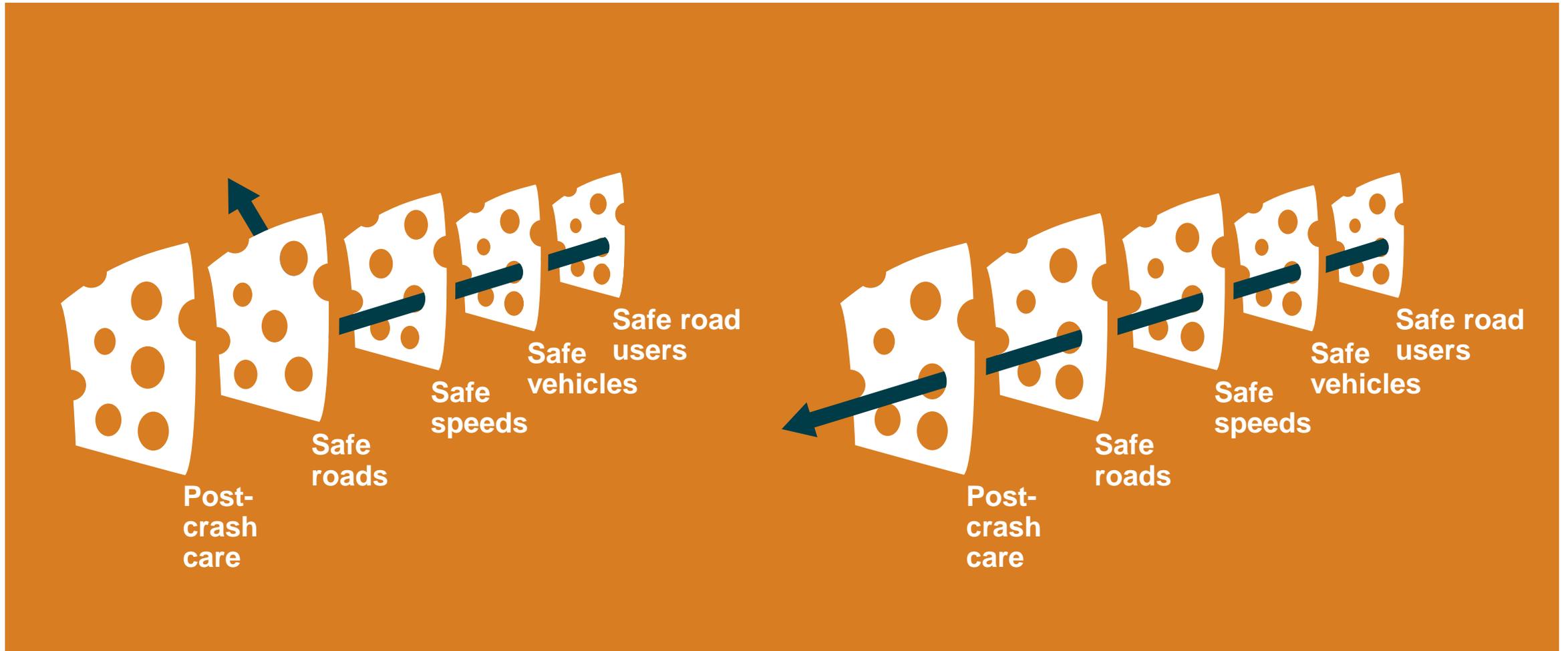


Image Source: [FHWA](#)



# PROJECTS IN TMDs

# Notes on Maps in this Section

## It's not everything!

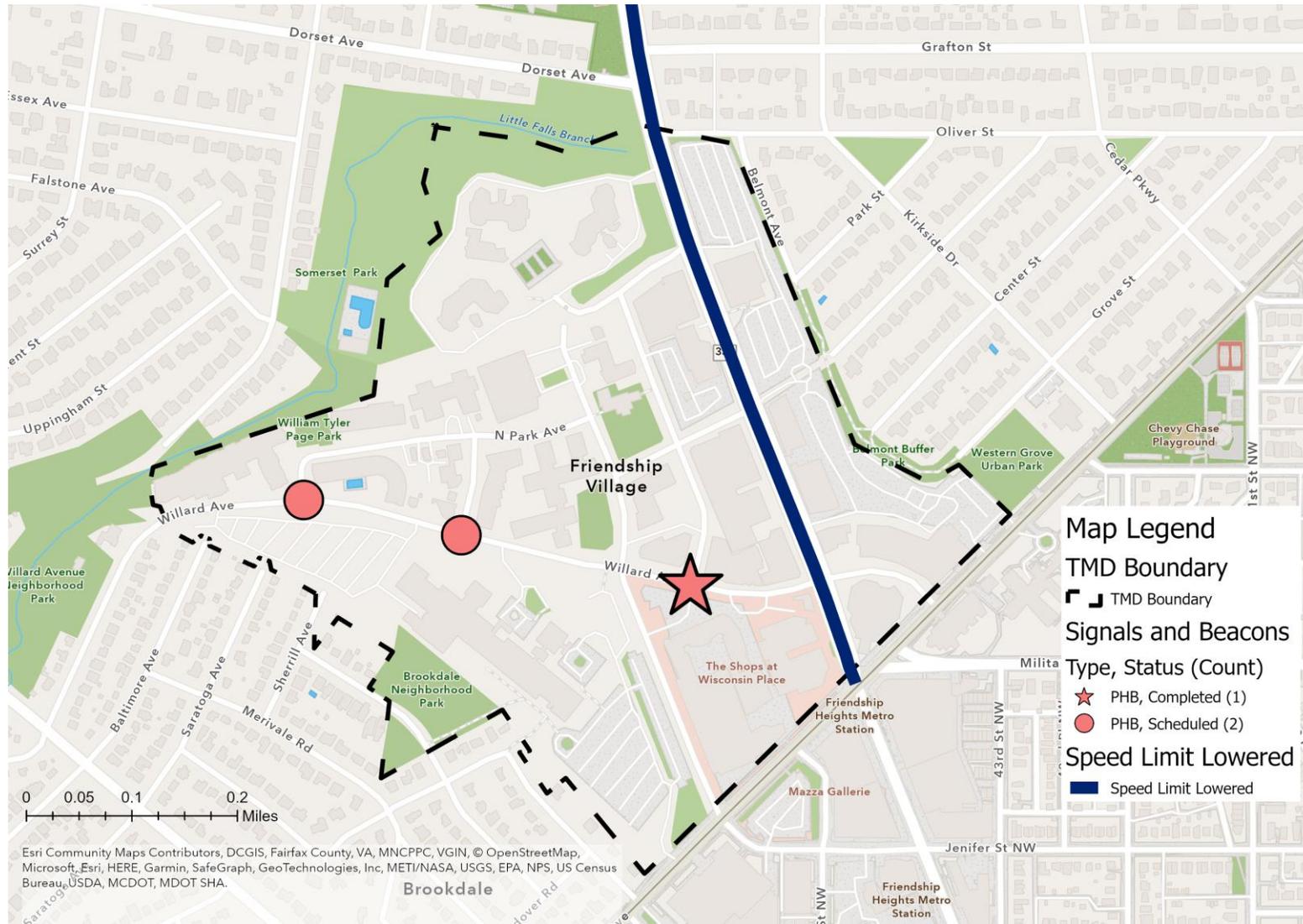
The project maps for each Transportation Management District are not inclusive of all traffic safety projects in the area. Projects that are not on the maps:

- Residential traffic calming projects
- New and replaced signs
- Maintenance of sidewalks, curbs, roadways
- Smaller scale sidewalk projects

Projects may be added or schedules may change from what is currently depicted. Check the Vision Zero or MCDOT website for the latest project updates.

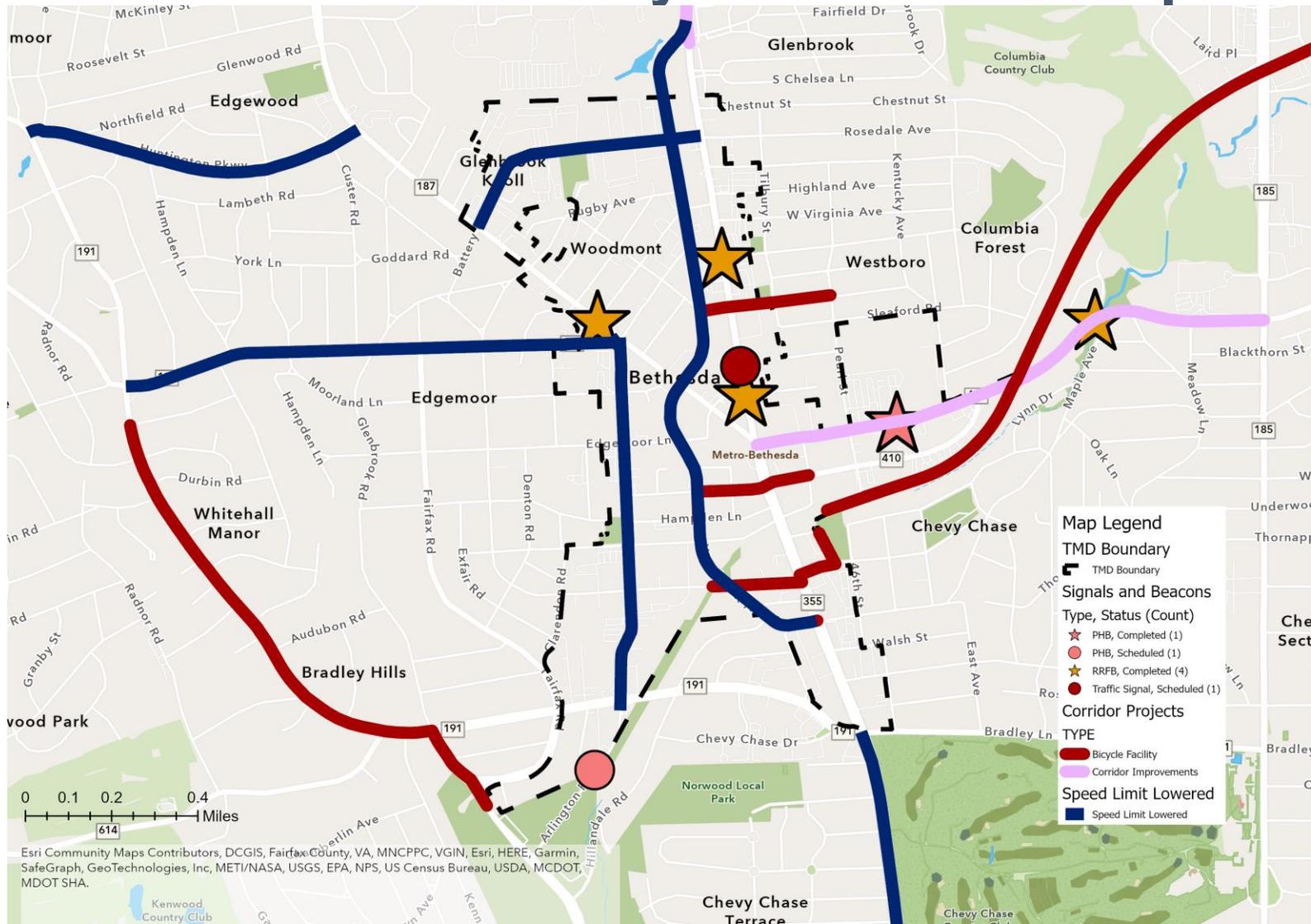
# Friendship Heights TMD

## Safer Speeds and Crossings



# Bethesda TMD

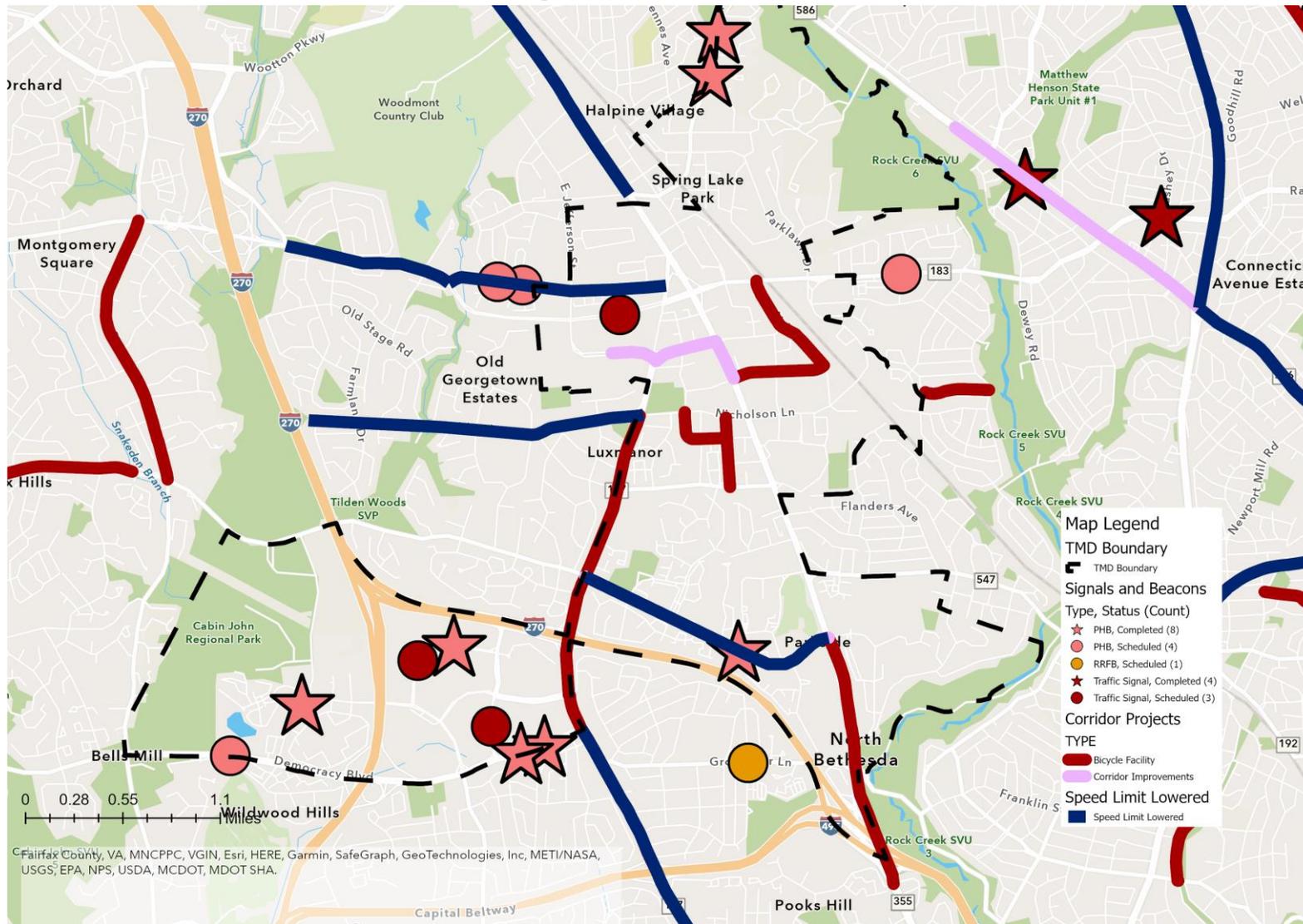
## Buildout of the Bethesda bicycle network and Purple Line



Esri Community Maps Contributors, DCGIS, Fairfax County, VA, MNCPPC, VGIN, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA, MCDOT, MDOT SHA.

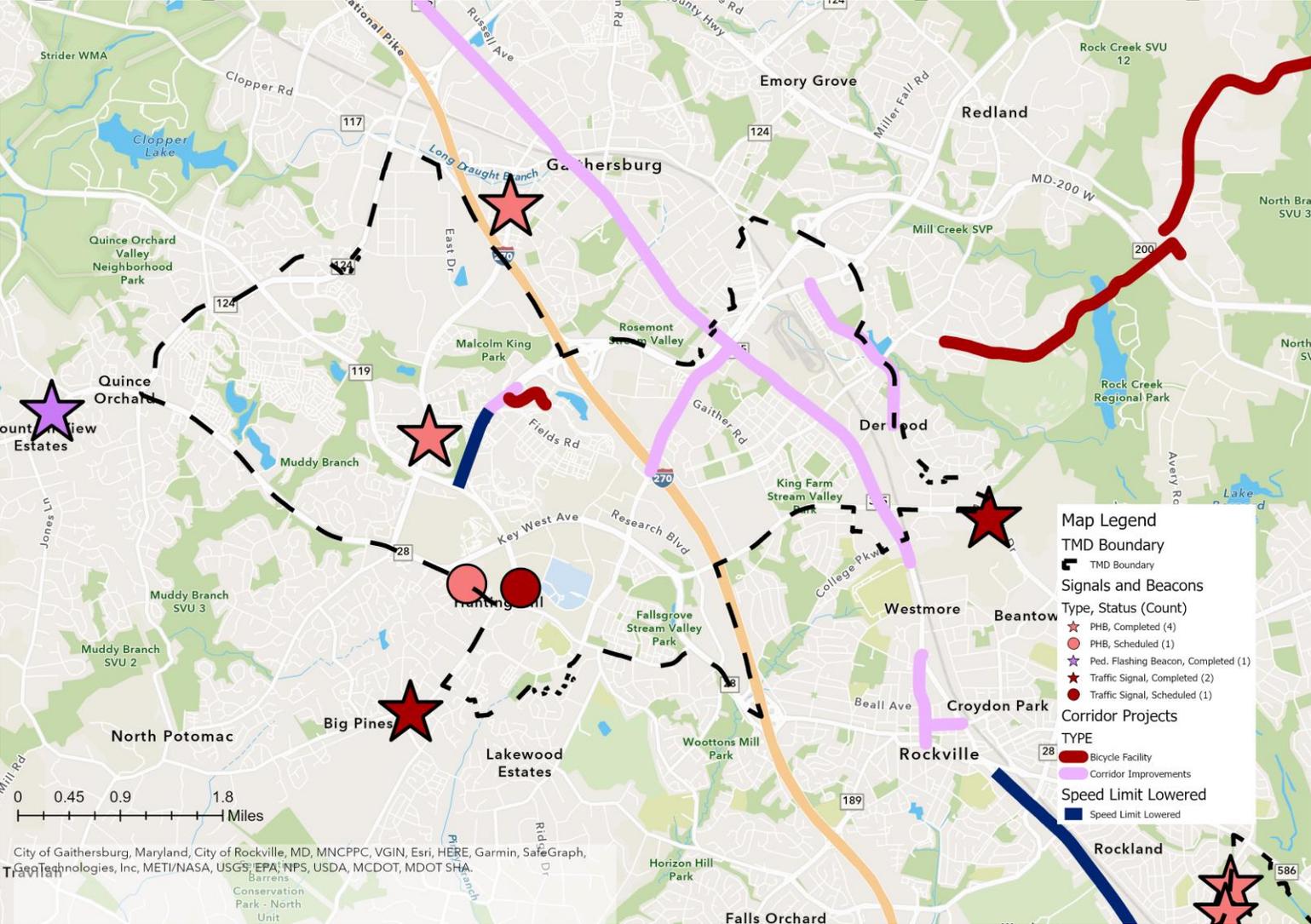
# North Bethesda TMD

## Completed Workaround Project and Focus on Metro Connectivity



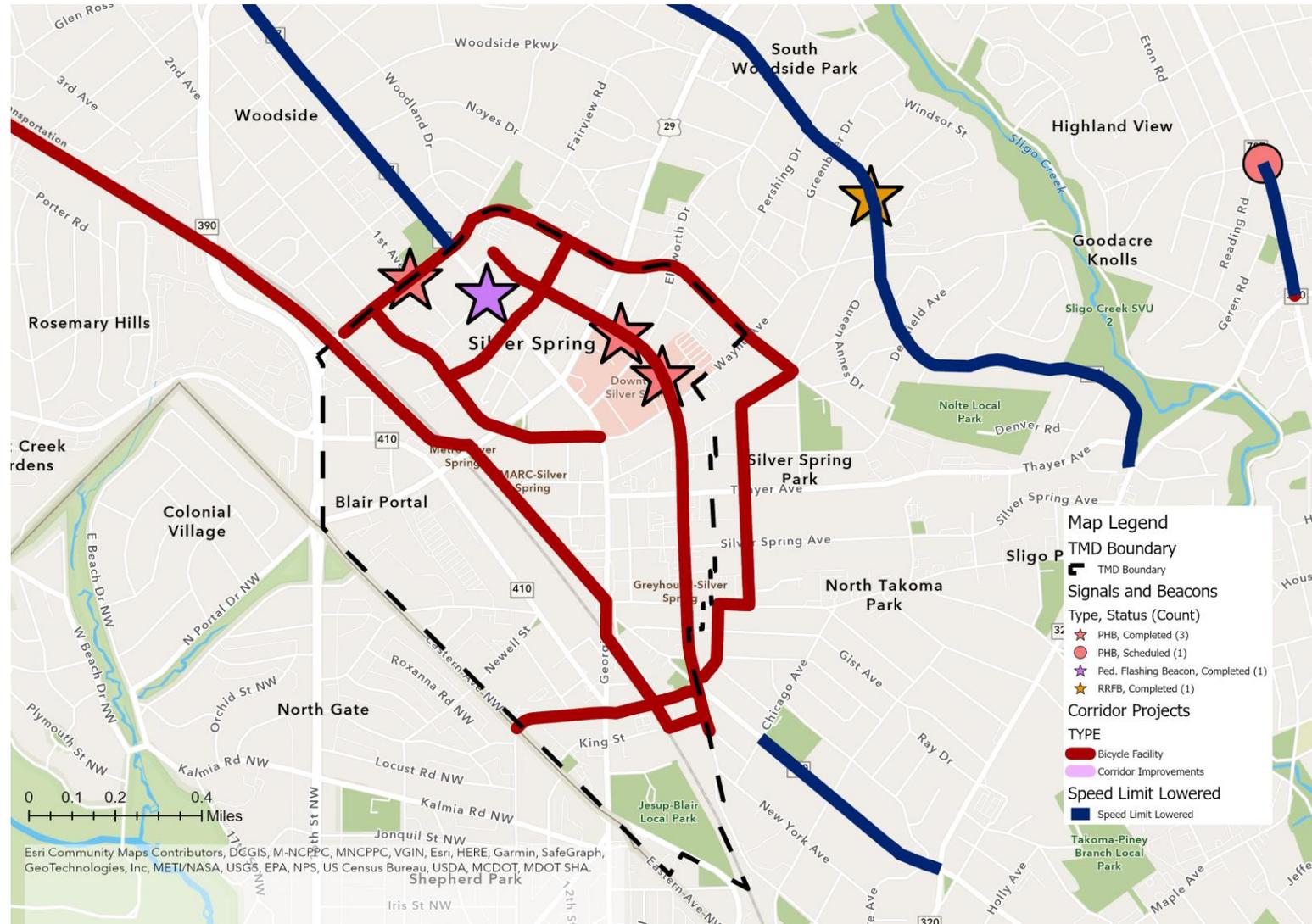
# Greater Shady Grove TMD

## Advancing safety work on Crabbs Branch Way and Shady Grove Road

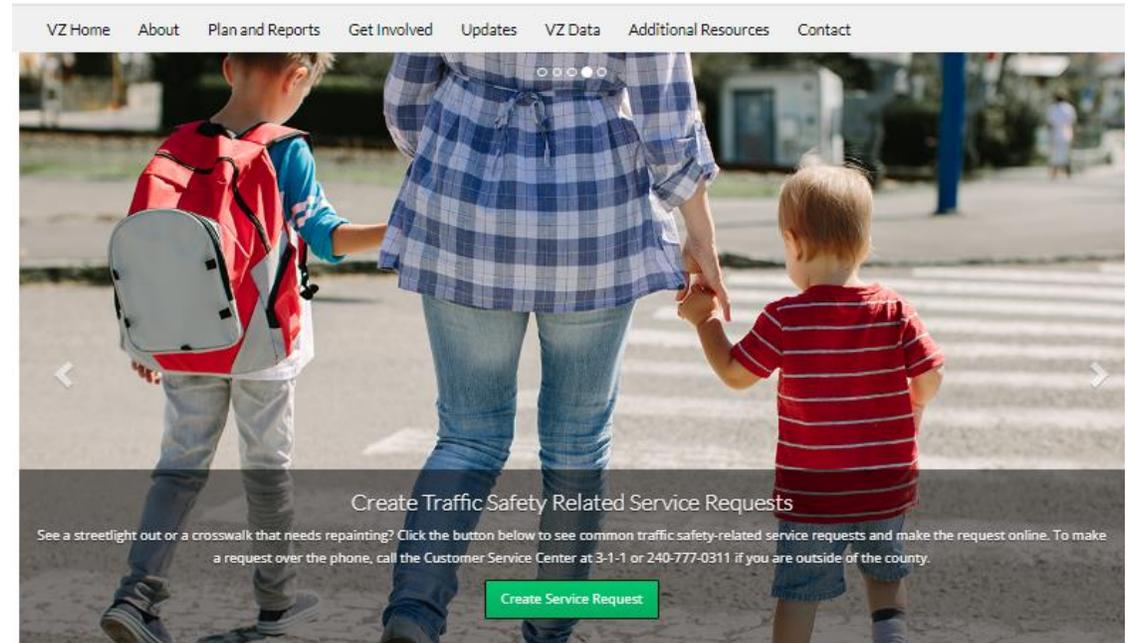


# Silver Spring TMD

## Buildout of protected bicycle network connecting to Bethesda and DC



# Latest Updates on Vision Zero Website



VZ Home About Plan and Reports Get Involved Updates VZ Data Additional Resources Contact

Create Traffic Safety Related Service Requests

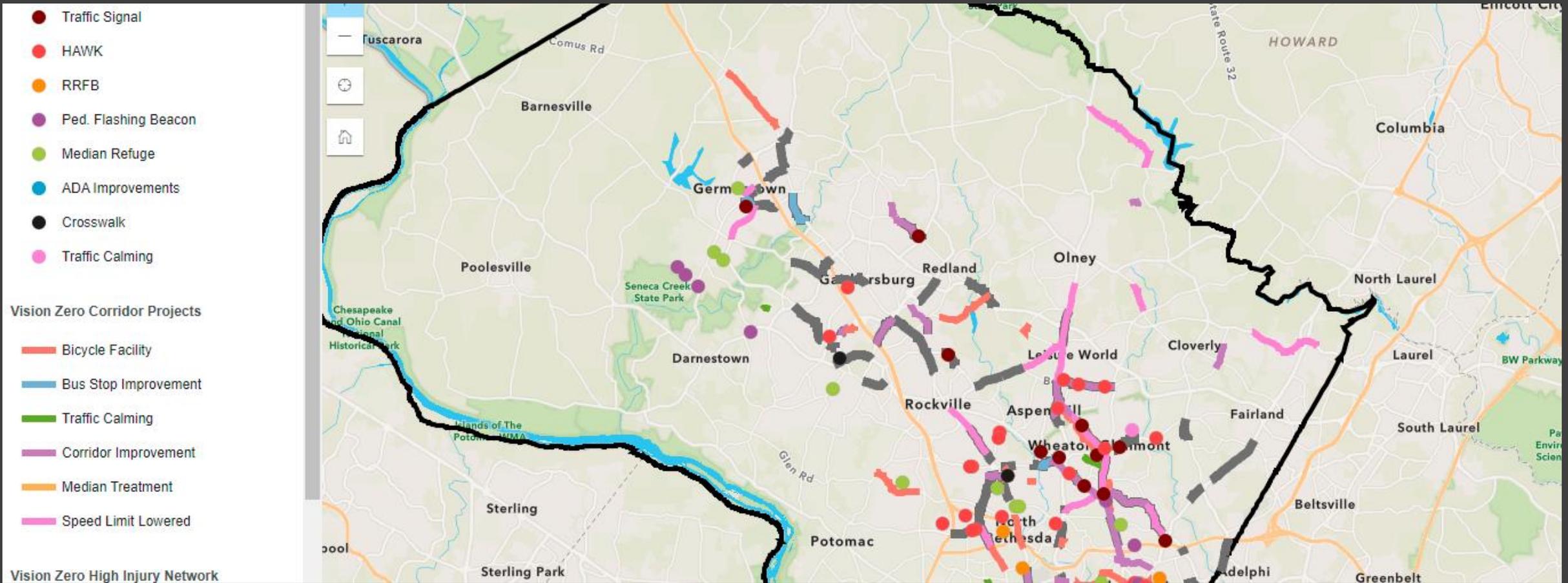
See a streetlight out or a crosswalk that needs repainting? Click the button below to see common traffic safety-related service requests and make the request online. To make a request over the phone, call the Customer Service Center at 3-1-1 or 240-777-0311 if you are outside of the county.

Create Service Request

### Montgomery County's Goal to End Traffic Deaths

Montgomery County is one of the first county governments in the United States to initiate a Vision Zero plan. The County has put resources in place to eliminate serious and fatal collisions on County roads for vehicle occupants (drivers and passengers), pedestrians, and bicyclists by the end of 2030. [Learn more about the Action Plan.](#)

→  VISION ZERO QUARTERLY IMPLEMENTATION UPDATES



## Project Map

Find the latest details on projects in your neighborhood by checking out the [interactive project map](#), visiting the [MCDOT project page](#), or the [SHA project portal](#).



**THANK YOU!**

Wade Holland, Vision Zero Coordinator

Wade.Holland@MontgomeryCountyMD.gov